frameboxx 2.0®
animation | visual effects
Premier Academy for Media & Creative Arts

Expert Program: Graphic, Broadcast and Social Media Marketing

450 Hours (Training + Practical), 12 Months

This program focuses on teaching Graphic Designing for Broadcast mediums (Movies, Web series, Commercials, Documentaries, TV Serials and others) and Social Media Channels (Facebook, WhatsApp, Instagram, Pinterest, Twitter, LinkedIn, Snapchat, YouTube and more).

Graphic Designing industry is massive and growing continuously. It is used in wide array of verticals of Media & Entertainment industries. From print media to digital, it is seen in all mediums of marketing and publications.

What will you learn in this program?

- Drawing & Perspective.
- Design Principles.
- Printing parameters.
- Creative Visualization.
- Aesthetics Skills.
- Color Theory.
- Layout Design.
- 2D and 3D Motion Graphics.

Applicable jobs after successful completion of this program:

- Graphic Designer
- Illustrator
- Creative Visualizer
- Motion Graphics Artist
- Website Designer
- Social Media Marketer
- Concept Artist
- App Interface Designer
- PR and Social Media Manager

This program is aligned with MESC QPNOS: MES/Q0601, Q0702, Q0704, Q1401, Q2501, Q3501.

Fees: Rs. 1,50,000

Module 1 : Foundation (6 Months)

*Few topics will be covered online

Sr. No.	Softwares / Skills	Hours
1	**Social Media Platforms**	2
2	**Foundation of Drawing**	10
3	**Fundamental of Design Theory**	5
4	**Fundamental of Print Theory**	3
5	**Digital Photography with Lightroom**	20
6	**Photoshop with Spark AR** (Augmented reality platform to create AR effects for mobile cameras)	50
7	**Illustrator** (Vector graphics and designing)	50
8	**InDesign** (Digital multi page layouting)	30
9	**CorelDRAW** (Vector graphics and designing)	50
10	**Fundamental of Web Design**	2
11	**Fundamental of UI/UX**	3
		225

Module 2 : Expert (6 Months)

Sr. No.	Softwares / Skills	Hours
1	**Principal of Animation** (12 Principles)	3
2	**Animate** (2D Animation software)	40
3	**Premiere Pro** (Video editing and effects)	30
4	**Audition** (Sound editing and effects)	10
5	**After Effects** (Visual effects, motion graphics and compositing)	50
6	**Cinema 4D** (Powerful 3D motion graphics software)	44
7	**Facebook Ads & Messenger Chatbot Marketing**	1
8	**Instagram Marketing**	1
9	**YouTube Marketing**	1
10	**Pinterest Marketing**	1
11	**LinkedIn Marketing**	1
12	**Quora Marketing**	1
13	**Twitter Marketing**	1
14	**Project and Portfolio**	41
		225

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